

8 Tips about how Fairnameese cashew nuts can conquer the world market



Imagine that there is abundant supply of Vietnamese Fairtrade certified (“Fairnameese”) cashew nuts, and global markets need to be developed. Here is a list of 8 tips that helps all stakeholders to succeed.

TIP 1 – Assign focus markets

To amplify all activities it is best to choose a few focus markets. Per world region, the potential markets would be classified as follows: 1 - North America: USA

and Canada (but these 2 countries should be considered as one market). 2 - Europe: Germany, UK, France, Netherlands, Switzerland, Belgium, and Luxembourg (Netherlands, Belgium and Luxembourg should be considered as one market). 3 - Asia, Oceania and Middle East: UAE and Australia. Through the UAE it is possible to operate in virtually the whole Middle East, while Australia can also be

considered as a springboard to New Zealand.

TIP 2 – Develop market linkages

This is basically the responsibility of National Fairtrade Organisations (NFO’s). As the number of certified and licensed players in the international cashew nuts value chain is still limited, NFO’s should prioritize the development of market linkages in their countries. In addition, a strong “Fairnameese





cashews” sector/product promotion should support this development.

TIP 3 – Raise awareness

This is basically the responsibility of NFO’s. Make people aware that buying Fairtrade cashew nuts is not a matter of charity, but a matter of justice.

TIP 4 – Carry out advocacy

This is basically the responsibility of NFO’s, while there is also the Fairtrade Advocacy Office in Brussels that is dedicated to speak out on behalf of the Fair Trade movement for Fair Trade and Trade Justice. It is all about influencing policy makers and NGO’s worldwide to prioritize development of Fairtrade value chains for cashew nuts, other nuts and dried fruits.

TIP 5 – Call for quality

Fairtrade cashews should excel in quality. Although it might be difficult for consumers to see the

difference with other product offers, the fairtrade cashew nuts value chain can certainly distinguish from other value chains, e.g. by making BRC certification obligatory. It will support the decision of importers to buy fairtrade instead of conventional cashew nuts.

TIP 6 – Enhance product offer

Value addition, product diversification and implementation of quality control systems are activities that cashew producers can undertake to acquire Unique Selling Points (as part of their product strategy). Companies that can offer value added products and an interesting range of cashew-based products are rather scarce in the main processing / exporting countries. The Vietnamese cashew nuts association VINACAS should play an important role in this process.

TIP 7 – Choose the right strategy

Making the trade of Fairnameese cashew kernels commercially successful is only possible when producers and exporters in Vietnam, supported by VINACAS, carefully decide on the partner strategy, price/cost strategy, distribution and market segment strategy, and promotion/communication strategy.

TIP 8 – Read and digest

The report “How Fairnameese cashew nuts can conquer a solid position in the world market” compiled for the Trade for Development Centre ([TDC](#)) by Globally Cool offers a good starting point to make “Fairnameese cashew nuts globally famous” a successful mission. For example, it gives a suggestion for all elements of the Fairnameese cashew marketing strategy as referred to in Tip 7, including an action planning for the period 2018-2025.